

Attachment A

ADDISON BUSINESS DEVELOPMENT COMMITTEE CRITICAL FEW ISSUES

COLOR CODE

PRIORITY		
HIGHEST	MEDIUM	LOW

RANKED BY CONSENSUS OPINION OF COMMITTEE MEMBERS

RANK	DESCRIPTOR	RANK BY VOTES			TOTAL VOTES
		1 thru 4	5 thru 9	9 thru 13	
1	ESTABLISH A BUSINESS/ECONOMIC DEVELOPMENT PROGRAM - STAFF IN A SEPARATE ORGANIZATION HAVE A REALLY GOOD WEB SITE & DATABASE	5	1	1	7
2	STRONGLY SUPPORT & ACTIVELY ENDORSE THE COTTONBELT LIGHT RAIL INITIATIVE - MAKE IT HAPPEN IN OUR LIFETIME!	4	1	2	7
3	REGULARLY SCHEDULE PROGRAMS FOR LUNCH WITH THE MAYOR & CITY MANAGER FOR CEOs, DEVELOPERS, CONSULTANTS, ETC. (McKINNEY 12 AT 12)	3	4	0	7
4	BRANDING - TRULY DEVELOP AN IDENTITY FOR THE TOWN	3	3	1	7
5	DESIGN BELT LINE/TOLLWAY TO BECOME HIGHLY PEDESTRIAN FRIENDLY	3	3	1	7
6	CLOSELY REVIEW/ANALYZE REAL ESTATE AND UTILIZATION CONCERNING THE AIRPORT	2	3	2	7
7	CASINO LOCATION - WHAT IF LEGISLATION PASSES SHOULD ADDISON GET INVOLVED - POKER BILL ALSO	2	2	3	7
8	ACTIVELY ADVERTISE TOWN'S ASSETS IN NATIONAL MEDIA (MONEY, KIPLINGER, FORTUNE, ETC)	1	5	1	7
9	EXPAND ADDISON PRIDE TO BUSINESS COMMUNITY	2	1	4	7
10	ADDISON CAN BECOME A LEADING ADVOCATE FOF PRESSING REGIONAL ISSUES (I.E. CLEAN AIR, WATER RESOURCES, PUBLIC SAFETY)	1	1	5	7
11	BUSINESS RETENTION IDEA - DEVELOP PROGRAM FOR EMPLOYEES & WORKERS TO PARTICIPATE - SPORTS LEAGUES, AFTER BUSINESS HOURS EVENTS, ETC.	1	2	4	7
12	TRIATHLON OR SIMILAR NATIONALLY RECOGNIZED EVENTS WITH LONGER DURATIONS THAN ONE DAY	0	1	6	7
13	CENTRALIZE TOWN HALL SO ALL OF THE FUNCTIONS OF THE TOWN CAN BE CONSOLIDATED	0	2	5	7